

Statistics

Population (2003)

Delaware:	649,464	metro	(0.3% of total U.S. metro)
	<u>168,027</u>	non-metro	(0.3% of total U.S. non-metro)
	817,491	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Delaware:	68,756 jobs	(13.4% of total Delaware employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Delaware:	2,391	(0.1% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Delaware:	226 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Delaware:	\$618.9 million
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #40

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Broilers	494,208	3.7
Greenhouse/nursery	33,250	0.2
Corn	31,537	0.2
Soybeans	24,752	0.2
Dairy Products	20,336	0.1

Market Value of Agricultural Products Sold Directly to Consumers (2002)

Delaware: \$2.9 million
United States: \$812.2 million

Farmers Markets (2004)

Delaware: 6
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Delaware: \$8,000
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Delaware: 0
United States: 2,343,857

USDA-Accredited Organic Certifying Agents (2005)

Based in Delaware: 0
Total: 96

Marketing Products and Services

Specific to Delaware

AMS Evaluates Proposed Processing Facility

The Delaware Department of Agriculture has proposed the creation of a new marketing outlet for the small fruit and vegetable producers in Delaware. Current outlets for local fruits and vegetables are inadequate to handle the quantity and quality of produce the market

demands. The need for such a facility is sharpened by the rapid pace of land conversion and the advancing age of current farmers. Profitability will keep current farmers on the land and encourage the next generation to continue farming. In May 2004 AMS, evaluated a Georgetown warehouse, currently used by a local nonprofit, as a possible location for this fruit and vegetable processing facility.

Future of Food and Farms Conference

AMS staff helped organize and participated as workshop presenters at the 2003 Future of Food and Farms Conference, held in Wilmington. Hosted by the Philadelphia-based non-profit organization, The Food Trust, the event featured four major program themes related to agricultural marketing, food distribution, and hunger reduction in the mid-Atlantic region. As part of the conference's planning task force, AMS staff helped frame the conference agenda and identified prospective speakers. During the conference, AMS personnel participated in panel discussions related to Federal resources in the agricultural marketing sector and managed an information exhibit.

Food and Farms Summit Held in Wilmington

In December 2002 Northeast Sustainable Agricultural Working Group, the Mid-Atlantic Food and Farm Coalition and the Food Trust co-hosted the *Future of Our Food and Farms Summit* in Wilmington. Workshop sessions focused on agribusiness entrepreneurship, direct marketing and farmers market operations and merchandising practices, local food system development, and agricultural/nutrition educational initiatives. AMS participated in workshops and managed an informational exhibit at the summit.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$30,000 was awarded to the Delaware Department of Agriculture, in cooperation with growers and buyers in a tri-state region, and with the Extension Services of the University of Delaware and Delaware State University, to update and revitalize the "Shore to Store" marketing program on the Delmarva Peninsula.
- In 2004, \$66,300 was awarded to the University of Delaware, on behalf of the Delaware Agricultural Experiment Station, to study factors important to producers and the poultry industry in adopting a genetically modified corn with the environmental benefit of lowering phosphorus levels in chicken manure, and to assess consumer acceptance and willingness to pay for products derived from poultry raised on the genetically modified corn.

Regional Interest

Support of Agricultural Diversification

AMS provided technical support to the Chesapeake Fields Institute in Chestertown, MD, to assist its efforts at promoting agricultural diversification in the Delmarva peninsula.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was

developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.